



**City of  
Santa Clara**  
The Center of What's Possible



SAN FRANCISCO  
BAY AREA  
SUPER BOWL 50  
HOST COMMITTEE

**SANTA CLARA A SUPER COMMUNITY**

**MAYOR:**

Jamie L. Matthews

**COUNCIL MEMBERS:**

Dominic J. Cserta  
Debi Davis  
Lisa M. Gillmor  
Patrick Kolstad  
Jerry Marsalli  
Teresa O'Neill

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## City of Santa Clara Super Bowl 50 Story Ideas

### Santa Clara's Football Legacy

Santa Clara has a long, proud connection to the game of football that dates all the way back to 1896, when the University of Santa Clara fielded its first football team. Alumni of Santa Clara's highly esteemed program include NFL players like Brent Jones, Dan Pastorini, and Doug Cosbie. One former Bronco was Tony Morabito (class of 1931), who built a sizable fortune in the lumber business and then fought tirelessly to bring professional football to the west coast. He founded the San Francisco 49ers in 1946 and hired Santa Clara's Buck Shaw as the team's first head coach. Later, in the 1980s, as the 49ers became one of the elite teams in the NFL, the team selected Santa Clara as the site of its new training facility. Over the years, though the 49ers played their "home" games at Candlestick Park in San Francisco on Sundays, most of the players and coaches chose to live in Santa Clara. So the team's decision to build its new, state-of-the-art Levi's® Stadium in Santa Clara (which opened in 2014) is really about bringing Bay Area football back where it all started—to "The Center of What's Possible."

### Santa Clara: The Center of What's Possible

In 2015, the City of Santa Clara adopted a new tagline, "The Center of What's Possible," to reflect Santa Clara's geographic location at the heart of Silicon Valley as well as the city's enduring spirit of innovation. From humble beginnings as Mission Santa Clara de Asis (founded by Franciscan padres in 1777), the city has grown into a bustling modern city with a population of more than 118,000. Santa Clara today is a diverse and vibrant community, encompassing over 19 square miles of tree-lined family neighborhoods, high-tech corporate campuses, and attractions like California's Great America theme park and the new Levi's® Stadium that draw hundreds of thousands of visitors each year. In February 2016, the City of Santa Clara is proud to be at the center of Super Bowl 50 and the NFL's golden anniversary celebration.



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**Santa Clara: Where Old Meets New**

The city of Santa Clara, California, is a perfect balance of the past, present, and future. Visitors can step back in time at the beautiful Mission Santa Clara de Asis, which was originally founded by Franciscan padres in 1777 as the eighth of 21 Spanish missions in California. Today, Santa Clara is an active, dynamic community, with peaceful tree-lined neighborhoods and family-friendly attractions like Central Park and California's Great America. And, of course, Santa Clara is also "The Center of What's Possible" – the heart of Silicon Valley and home to innovative high-tech companies like Intel, Applied Materials, and Texas Instruments that have revolutionized the way we live, work and play. The new Levi's® Stadium itself reflects this blend of old and new. The stadium, which opened in 2014, features a 49ers Museum to pay homage to the game's legends of the past—as well as state-of-the-art technology like Wi-Fi routers every 100 seats, 4G networks, over 2,000 Sony TVs, giant LED displays, and custom apps for everything from finding your seat to ordering a Polish dog. It is the perfect place for the golden anniversary celebration of Super Bowl 50.

For more information about the City of Santa Clara, go to:

**[SantaClaraCA.gov](http://SantaClaraCA.gov)**

